

LET THE G A M E S BEGIN

FuncoLand

Customer Interaction Process

Associate Guidebook

GAMES

**Here is your own personal Guidebook to success
in Customer Interaction and Sales at FuncoLand**

In this Guidebook you will find..

On Page 1	Our Mission Statement
On Page 2	Our Sales and Service Culture
On Page 3	Our Building Blocks To Success
On Pages 4-10	Our G A M E S Customer Interaction Process and The Steps To Success
On Page 11	Your Completion and Commitment
On Page 12	Your Grand Finale

*Be sure to watch the “Put Yourself In The Game” video. This entertaining
video highlights the **G A M E S** Customer Interaction Process.*

HAVE FUN!

FuncoLand

MISSION STATEMENT

**FRIENDLINESS
&
HONESTY**

Are What We Strive To Perfect

The FuncoLand Service & Sales Culture

A culture that sets FuncoLand *apart from other retailers*. A culture that goes the extra mile to take care of its customers. We are friendly and honest, interact with customers on the sales floor, provide great service, educate customers on how to take care of their purchases and create a *fun atmosphere* to shop for video games.

Many customers visit FuncoLand for the very first time, while others visit daily. It is your responsibility to make a *positive impression* on all customers. (Established and New)
You want everyone to look towards FuncoLand for all their video game needs.

As an employee at FuncoLand, you are committed to:

Friendliness

When your customer walks through the door of FuncoLand, you always greet them with a *warm welcome*. You want to make them feel comfortable, knowing that they are walking into your environment. Customers may not always get a friendly person to deal with at other retailers, so this is our opportunity to shine. You follow the **GAMES** Customer Interaction Process to *exceed your customers' expectations*. You use a conversational style to meet your customers' objectives, needs and wants. You treat all customers as if they are your friend.

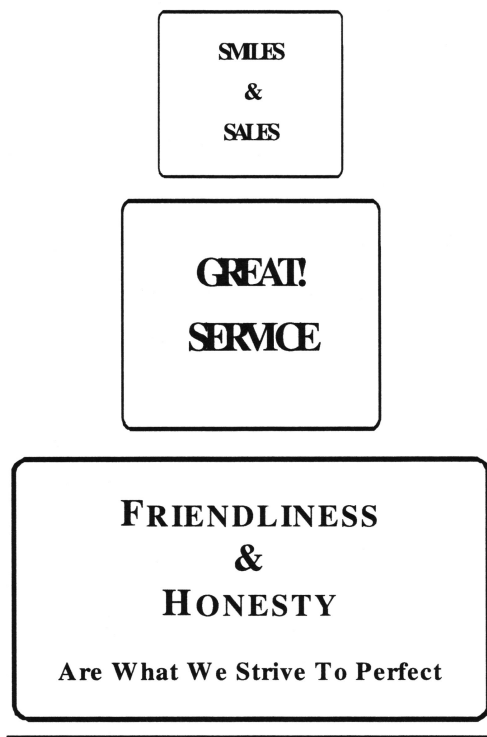
Honesty

You do everything in your power to offer *truthful and trustworthy* information. You stay neutral about discussing products with your customers. You personally may not like a particular game or system, but that does not mean your customer may not. You advise your customer, but you let them make their own decisions. You are not deceptive in your sales practice and are *genuine in your answers*. You genuinely care about your customers.

*Remember: You may not always have the lowest prices and you may not have everything everyone wants every time they come in, but by adhering to our Mission Statement, and following the **GAMES** Customer Interaction Process outlined in this guidebook you will provide the level of service **customers don't get anywhere else**.*

Thus, returning to FuncoLand because of you!

OUR BUILDING BLOCKS TO SUCCESS



*These blocks help form our culture, but only you can keep the culture alive and well.
Here is a break out of each block...*

The bottom building block states our mission statement, the foundation for our culture. "Friendliness & Honesty are what we strive to perfect." This Mission Statement, when adhered to, will set FuncoLand apart from other retailers.

The next building block states that we must provide "great service" to all our customers. To accomplish this we have the **GAMES** sales process. This process when followed anywhere in the country, will provide great service.

The top building block states "smiles & sales." This will happen as a result of adhering to the other two building blocks. Customers will leave with a smile and hopefully with more items than they came in for - Thus making "\$ales."

***USE THESE BUILDING BLOCKS AS A FOUNDATION
TO YOUR OWN SUCCESS HERE AT FUNCOLAND***

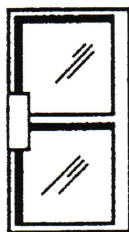
GAMES

This program is designed to familiarize you, the associate, with the **GAMES** Customer Interaction Process, and the vital role it plays here at FuncoLand. Each of the steps has its own importance. *No one step is more important than the other.* However, omitting a step decreases your chances of any particular sales transaction being a successful one. The process is designed to *welcome your customers, put them at ease, educate them on FuncoLand, receive suggestions on products that would enhance their fun, have them leave with a smile, and to make them feel as if they had the best shopping experience ever.*

Another part of this training program is the video *“Put Yourself In The Game.”* This entertaining video gives you examples of how the **GAME** Customer Interaction Process works, and examples on how to do each of the steps. Be sure to watch it, you may just... *“Put Yourself In The Game”*

Here is an overview of the **GAMES** Customer Interaction Process.

FUNCOLAND



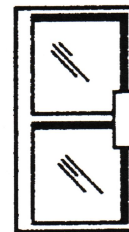
G
Greet Customers

A
Advise Customers

M
More Information
About Customers

E
Encourage
Add-on Sales

S
Say Goodbyes



5-STEP CUSTOMER INTERACTION PROCESS

Remember: Be natural in your style and have Fun. Sales never go the same way twice. Be ready. Know not everyone will let you do the 5-step **GAMES** process with them. You need to respect these people and give them their space. But if you don't try to make them your friend by doing the process, you will never know.

Lets take a look at step one, **G**reet

This means, first and foremost, *put everything down* and look at the door. The Greeting should be sincere, as this will set the tone for a *successful customer interaction*. You only have 10 seconds to make a first impression on your customer, so it had better be a positive one. A Greeting can be as simple as eye contact, a wave, a smile, a nod of the head followed by a *friendly greeting*. This can be performed from all areas of the store, but it is always best if you could do it as close to the front of the store as possible. A quick acknowledgment and friendly greeting is a *major key*. When a customer perceives you as not busy and little effort is made to welcome them, the message is very clear to the customer - you don't care about them or their business. Unfortunately this happens thousands of time daily at all retailers and the amount of losses to company profits and customers defecting to the competition is staggering. *Keep in mind* customers are the ones that keep all of us employed. Companies spend millions of dollars each and every year on advertising and promotions to win back customers or attract new ones. If the customer was serviced properly by *a caring employee* the first time, they never would have been lost to the competition.

As you can see there are many factors that go into a simple, but yet so very important greeting. When the greeting is successful, this will *set the tone* for a successful sales transaction, and start to create a positive customer interaction. Failure to do a successful greeting often results in what is commonly known in the retail industry as *'missed opportunities.'*

One very important factor in a greeting is *enthusiasm*. A customer will immediately perceive you as a friend or a salesperson at this point. In order to be successful from this point on it is imperative that the customer *perceives you as a friend*. A verbal greeting is as simple as "Hi, welcome to FuncoLand, how are you today?" or "Good Afternoon, Welcome to FuncoLand." Greetings can vary based on the particular customer. A child's greeting should be as friendly as any other person's. Ignoring children in this business is not recommended as they will discuss the visit to FuncoLand with their parents, and other friends. Keep in mind kids of today are our customers of the future. Kids form their buying (or not buying) decisions early on in life, so make their experience a great one!

"May I help you?" is not a greeting here at FuncoLand. *This is not McDonalds!* This phrase (or any similar phrase) should never be used. It is a closed ended question, and does nothing to spur on customer interaction. In addition, first time customers to FuncoLand *cannot just look around* and understand what is going on. Which is the common response "no thanks, just looking" to the question "may I help you?" You need to set an experience different than any other retailer, and the "may I help you?" phrase is what you commonly hear at other retail stores. *But not at FuncoLand!*

GAMES

When a customer perceives that you like what you are doing and you are there as a friend to help them, they will trust what you say and value your opinion.

Another part of greeting a customer is to build rapport. This is a very important part as **rapport is another word for trust**. Rapport shows you are taking an interest in your customer rather than taking interest in their money. Rapport as defined by FuncoLand consists of one minute of small talk with your customer. Some easy rapport builders are asking your customer about their children (if they brought them in with them), school, sports, weather, etc. **The idea is simple** - take an interest in your customer and they will take an interest in what you have to say. During the greeting, if you have not established whether your customer has been in before or not, you should say *"Have you ever been in before?"* Once this information has been gained you will know where to go from here.

It's time for step two, **A**dvice

Advice your customer on FuncoLand; tell them what we are all about. A customer's first visit is the best time to introduce all your products and plant the seed for system maintenance. Your customer will appreciate your taking the time **to show them and educate** them on what they don't see at other retailers. The Advise step is geared to inform your customer on your business and educate them on FuncoLand. Here is an example of how each new customer should be educated. It is in script form so all **the key points** a customer needs to know about FuncoLand are included. Once you have memorized the script, **put it in your own words** and style. But remember the key points. Script: *"Let me explain what we do. We buy and sell previously played games, game systems and accessories. We also carry new ones as well. All of our products come with a 90 day warranty, and we can even extend that to one full year. What kind of system do you have? Let me show you our current price sheet. Our prices are based on supply and demand, so they change monthly. Here is your system type and you will see all the titles listed with the prices on the right. Just because there is a box on the wall and the game is listed in this price sheet does not always mean we currently have it in stock. Be sure to check with me, my name is _____ and I can see if it's in stock. As you may know, video games do require cleaning, so be sure to remind me before you leave today and I will be happy to show you how to do that on the (PlayStation, Nintendo, Sega, etc. - Customers type of system) OK. We also buy games, and those prices are posted on the sheets on the wall. Go ahead, look around and if you see something you would like to try out just let me know. Have fun!"*

Now your customers can shop **with confidence**, knowing how FuncoLand operates and that you are there to help them. If you have done the process correctly by.. Being friendly and honest - Greeting your customer with enthusiasm - Advised them on FuncoLand - Made your customer **feel like a friend** ..they will be much more receptive to all your suggestions from this point forward. **You have started to build a good relationship!**

Step 3 - **M**ore Information

This step actually takes place during the *entire interaction process*, and that is to find out more information about your customer. With the use of *open ended questions* - questions that start with the words; Who, What, Where, When, Why, and How - you will get to know your customer's needs, wants and desires. The more you interact and suggest add-on products, the more *your customer will appreciate* the service you offer. When your customer is looking around the store, simply strike up a conversation or offer input on what they are looking at. You can ask questions like: "*How many video games do you have at home?*" or "*What type of games do you like to play the most?*" or "*How long have you had your system?*" or "*Where did you buy your game system?*" When you ask these type of questions it will show the customer *you genuinely care about them* just as you would a friend. It also gives you valuable information about your customer so you can help them better and *suggest the right products* for them.

Staying Neutral:

When your customer is selecting the items they wish to purchase make sure to make *positive comments* and/or suggestions about them. That way the customer *feels confident* that they are purchasing the very best products for their needs. Make sure to stay away from your own personal opinion when it is negative. There is nothing you can do more to make a customer feel stupid then to respond with, "That game sucks, it's no good."

There are many things *wrong with this response*. Number one this is not acceptable language even when talking about a so-called bad game. Number two, consider there are over 2000 titles and over 3 million people in the video game market, and not every title is for everyone. Someone may just like a game and/or system you don't, and you might like a game and/or system some else doesn't. Somebody is *buying those so called bad games*, and having a great time playing them. You should not speak negatively about any product you have to offer. When offering a negative opinion, you are defeating the purpose of turning on the open sign. When a customer asks if this is a good game, use a more positive response and *stay neutral*. You could say, "*That game's OK, why don't I put it in for you to try out*" or "*You know everyone's opinions is different, why don't you try it out*" or "*It's not bad, but you may want to look at this one also. I will put them both in for you to try out and decide for yourself.*"

ALWAYS offer the customer the option to *try out the game* on our arcades. *Millions of dollars* of merchandise each year becomes sold at a clearance price because of a salesperson's negative opinion and / or comments. The paying customer should always decide what they like, after all, they are the reason we are all here.

Remember once the customer sees you as a friend and not a salesperson, you are much more likely to be successful in selling additional add-on items.

GAMES

Now on to step 4 - **E**ncourage Add-on Sales

In this step you will **suggest products** that will enhance your customer's system and or game play. After you know a little about your customer (as you did in step 3) you can suggest additional games, accessories, controllers, hint books, strategy guides, maintenance kits, Game Informer subscriptions and much more.

Add-on selling opportunities:

Games /Accessories

When your customer is looking around and depending on the type of game they are looking for you could say to them; *"I see you are looking for NHL 98. What kind of sports games do you like to play?"* Then suggest add-on games from there. You could also inform your customer about **other items to go with their purchase** like, *"Now you know NHL 98 is a multi-player game. Do you have a second controller? Did you know you can play up to 4 people with a Multi-tap adapter?"* All games/products have **add-on opportunities**, and your customer may just appreciate that you took the time to tell them something they didn't know existed or **they needed**, for their system.

Two items that must be suggested to all customers are the Maintenance Kit and the Game Informer subscription. We have selected these two products as our **focus products** because they are universal to all systems. No matter what system you have, what games you like to play, how often you play your system - **everyone needs these two products**. These products compliment our Main Building Blocks (see page 9) and are beneficial to customers, yourself and your company. Everyone prospers when these products are sold.

Maintenance Kits

When you are interacting with your customer on the sales floor, perhaps your customer tries a couple of games on the arcade, and they have selected a game they like, this is a **great time to demonstrate** the Maintenance Kit. If you have followed the **GAMES** process so far, by planting the seed for system maintenance in the Advise step, this will be more of a **show than a sale**. A follow-up to something you already said you were going to do, show them how to clean and maintain their system. **For best results** the demonstration of the Maintenance Kit should be **done at the arcade**. If you are too busy helping other customers at the counter and do not have the time to physically get to the arcade, it is OK to demonstrate at the counter. Here is an example of how to present the Maintenance Kit: *"When was the last time you did maintenance on your system? You know you do need to clean your system and games regularly. Here's the maintenance kit for your system. Let me show you how to do it."* Then you can demonstrate how to use it.

While you are talking about the Maintenance Kit, it is a good time to emphasize the **one-year** replacement warranty. This warranty covers against failure under **normal use** conditions for one full year. It is a replacement warranty that starts at the original date of purchase of the maintenance kit, and runs for 12 months. This covers all purchases (games, accessories, systems, etc.) for the type of system the maintenance kit was purchased for. Proof of purchase (receipt) is needed for all warranty replacements.

GAMES

The warranty is a great selling feature, and needs to be discussed in your presentation.

In fact, many customers do not even know they need to maintain and clean their games and/or system. **Not many other retailers** inform people of this until a customer has a problem, and isn't it better to solve a problem before it happens.

Game Informer Subscriptions

The other focus item to suggest to all customers is the **Game Informer** magazine subscription. This is a great way for your customers to get familiar with new products, games and codes/tips for better game play. Plus they get other exciting information on what's happening in the video game world. It is one of the only game magazines on the market that gives you **honest reviews** on games, systems and accessories. Another benefit of becoming a subscriber is **that both** the one year and the 5 issue subscription offer a **10% discount** on previously played games. Which, for many people, this savings far **out weighs the cost** of the subscription. Here is an example of how to present the Game Informer: "Are you a current subscriber to the Game Informer? Because I can offer you a 10% savings on your previously played purchases today and for the next six months. Plus you get a great magazine too. Let me show you" Then explain the Game Informer to your customer. **Be sure to present both** the 5 issue and the one year subscription. When you present both, your customer does not have to decide if they want to buy one or not, but which one they **want to buy**. An ideal selling situation!

Here is a chart that outlines the features and benefits of the Maintenance Kit and the Game Informer subscription. You can come up with this type of feature/benefit chart for **all products** you sell. You will see after every line how the benefit directly relates to our Main Building Blocks as outlined on page 3 of this guidebook.

<u>Cleaners</u>	<u>Subs</u>
<p>> Where else can customers go to learn how to keep their game system working properly. At FuncoLand we take the time to educate customers on system maintenance. What other retailer will do that!</p> <p>= Friendliness, Honesty & Great Service</p> <p>> They greatly reduce customer service issues. 99% of all problems with games not working properly is normally related to improper maintenance. We know a clean system works, and a dirty one may not!</p> <p>= Smiles & Sales</p> <p>> The use of the cleaner protects customers' investments and customers can shop with confidence that they have a one year warranty on their purchases.</p> <p>= Smiles & Sales</p> <p>> When a customer uses a cleaner, their system works, so it reminds them of FuncoLand.</p> <p>Honesty, Friendliness, Great Service, and Smiles & Sales.</p>	<p>> Game Informer can help educate the customer on new games through the use of game reviews. Thus the customer makes better buying decisions.</p> <p>= Friendliness & Honesty</p> <p>> Gives your customer the opportunity to save money on their previously played game purchases. Savings that could be more than the subscription price they paid!!</p> <p>= Smile & Sales.</p> <p>> Allows the customer to get game tips and codes on how to play better/longer.</p> <p>= Great Service.</p> <p>> Makes the customer feel "special" because they are members of the club, and keeps them informed.</p> <p>= Great Service, Smiles & Sales.</p> <p>> When a customer receives a Game Informer in their mailbox it reminds them of FuncoLand.</p> <p>Honesty, Friendliness, Great Service, and Smiles & Sales.</p>

To see examples of how to present add-on products including the Maintenance Kit and the Game Informer subscription see the "Put yourself in the game" video.

G A M E S

Remember your customers cannot make a wise buying decision unless you offer *all products on every transaction.*

How do you know if your customer likes what you are presenting?

Here are a few customer closing clues to watch for in your presentation:

- + Repeated positive responses to your questions
- + Asks detailed questions such as price or how to get it
- + Reached for their money or checkbook
- + Strong positive comments like. "Sounds good" - "I agree"
- + Reaches for the product to look at it or asks how to use it
- + Becomes contemplative as if making a decision
- + Talks about seeing themselves using it
- + *Never says "NO"*

The final step in the process is **S**ay Good-byes

The easiest, but yet one of the most important steps of the process. Your goal is to have each customer leave your store *with a smile* (yes, even during holiday season). One way to ensure this is with a *sincere* exit greeting. "*Thank you, we really appreciate your business*" is the one to use if your customer makes a purchase. If your customer does not make a purchase, the exit greeting to say is "*Thanks for stopping in, we appreciate it.*" Both of these exit greetings make quite a statement, and it's no mistake. They let your customer know *you care about them* and you really do appreciate a visit from a *friend*. You can change the exit greeting now and then to reflect you own personality, but the words "*we appreciate*" must always be included. *Be sure to be sincere*, and don't say the phrase unless you really mean it. A positive exit greeting is as important as a positive first impression. When your customer leaves the store, they should leave thinking "I can't remember the last time someone said that to me."

In summary: The G A M E S 5-step Customer Interaction Process is nothing more than a process to give you a foundation to build your own style around, and a way to keep the level of customer service consistent from one FuncoLand store to another. You can use this process no matter what type of product you sell, because it is geared around customer service, having all customers *leave with a smile*, and hopefully *more items* than they came in for. Don't forget, a customer could care less how much you know, until you show them how much *you care*.

FuncoLand is a retailer known for providing great service, and the G A M E S process is there to keep us at the top. This is a service industry and when you provide outstanding service to your customers they tell their friends, those friends tell their friends, and before you know it you have one big happy *FuncoLand family for life*.

Great service = great results
&
The process = success, so don't be afraid to use it!

G A M E S

Congratulations on completing the G A M E S Customer Interaction Guidebook

By now you have acquired the knowledge, skills and techniques needed to keep the FuncoLand Service and Sales Culture alive. Now it's time to do it!

But, before you can hit the sales floor *you and your manager* will have to complete the following, and fill in the information requested below.

- ◆ Take the 60 second "Let the G A M E S begin" quiz on page 12. Correct answers to all questions are expected.
- ◆ Do a role play (a practice run) on each step of the G A M E S process. Then put all steps together and go through the entire G A M E S process. You play the associate, and your manager play the customer. Make it as realistic a customer/associate interaction as possible.
- ◆ Watch the "Put yourself in the game" video. If you have watched it while going through the Guidebook, watch it again in its entirety.
- ◆ Go through the company's expectations related to customer service and sales standards on add-on selling. (Maintenance Kits, Game Informer Subscriptions, IPT, etc.)

Now that you have completed those tasks, remember to utilize your Guidebook and the video on an ongoing basis to keep you at your sharpest.

Date Completed _____ **Name of Mgr.(s) Doing Training** _____

Store(s) Trained At _____ **Associate Name** _____
(Please Print)

Check off the following:

- _____ Completed Guidebook
- _____ Did 60 second quiz with manager
- _____ Completed a role play on each step and a complete run through of process with manager
- _____ Watched video with manager
- _____ Went through company's expectations on service and add-on selling with manager.

Manager and Associate please read before signing

By signing below, I the new FuncoLand associate, have completed all the above requirements and fully understand my role in keeping the Culture alive and well at FuncoLand. I will utilize the G A M E S Customer Interaction Process to provide GREAT service to all customers and meet or exceed standards on add-on sales. I will do my best so that all customers experience the fun of doing business with FuncoLand.

By signing below, I the manager, fully understand the FuncoLand service and sales culture and have trained the new associate on the vital role they play here at FuncoLand. I fully understand the importance of the G A M E S Customer Interaction Process and have trained the new associate to understand this importance. I also will do my best to see this new associate succeed.

Manager Signature

Associate Signature

A copy of this filled in completion form, along with a copy of the 60 second quiz, needs to be sent in an Interdepartmental Envelope to the Director of Sales at the MSO.

GAMES

Let the **GAMES** begin!
A 60 second quiz to 'Put Yourself In The Game'

=====

What do the following letters stand for

G -

A -

M -

E -

S -

If you have the choice, is it better to.. (*Circle you answer*)

> Do the **GAMES** process from behind the counter.

> Do the **GAMES** process on the sales floor.

What are the only two reasons to be behind the counter?

1)

2)

Who's responsibility is it to give great service to all customers and suggest add-on products?

Now that you understand what is expected of you at FuncoLand, how do you think you will do on customer interaction and add-on selling? and why.